

### Program Director

MEHDI FARASHAHI, PhD *Concordia University*

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### Location

*Sir George Williams Campus*

MB Building, Room: 004-201

514-848-2424, ext. 2721

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### Program Objectives

The globalization of business is increasing the demand for managers who are comfortable working in a variety of diverse and multicultural environments. The Major in International Business is an attractive and exciting preparation for such a career. International business issues are examined from a strategic perspective and students are also exposed to several disciplines including international management, marketing, and finance, as well as international aspects of politics, economics, and sociology.

Students are strongly encouraged to enrol in language courses as elective courses. Adding a minor in a more specific discipline of interest is also suggested to further complement this program.

Participation in the International Student Exchange Program is also highly recommended. This experience will add a more relevant and unique perspective to the overall scope of this exciting degree.

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### Programs

#### **24 Major in International Business**

9 IBUS 462, 466, 492

15 additional credits chosen from courses listed in either Group A or Group B, with a maximum of six credits from Group B

##### *Group A*

IBUS 370, 382, 465, 471, 493; MANA 374

##### *Group B*

ECON 319; POLI 305, 311, 315, 394

#### **12 Minor in International Business**

9 IBUS 462, 466, 492

3 additional credits chosen from IBUS 370, 382, 465, 471, 493; MANA 374

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### International Business Co-operative Program

#### *Director*

MEHDI FARASHAHI, *Associate Professor*

514-848-2424, ext. 2923

The International Business co-operative program is offered to students who are enrolled in the BComm program and are majoring in International Business.

The academic content of the co-op program is identical to that of the regular program, but three work terms are interspersed with six study terms.

Students are supervised individually and must meet the requirements specified by the John Molson School of Business and the Institute for Co-operative Education in order to continue their studies in the co-op format.

Liaison between the student, the employers, and the Institute for Co-operative Education is provided by the International Business co-op academic director and the co-op committee.

Please refer to §24 of this Calendar for a full description of the co-operative format of the program.

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### Courses

#### **IBUS 370 (also listed as FINA 370)**

##### ***International Financial Management*** (3 credits)

Prerequisite: COMM 308. This course is designed for students to acquire and demonstrate knowledge of the fundamental principles and issues in international financial management. It covers such topics as foreign exchange markets, exchange rate behaviour, structure and meaning of the international balance of payments, the functioning of fixed and floating exchange rate systems, short- and long-term investment and borrowing decisions, euro-currency markets, foreign exchange risk management,

and capital budgeting decisions for overseas investment. In sum, the topics are covered from the perspective of an individual who wishes to know how the international financial environment will affect the firm.

*NOTE: Students who have received credit for FINA 370 may not take this course for credit.*

**IBUS 382 (also listed as FINA 382)**  
**Management of International Financial Institutions** (3 credits)

Prerequisite: COMM 308, MARK 462 or IBUS 462. This course provides students with an understanding of challenges and opportunities that banks and other financial institutions face in their global operations. It covers operations of financial firms in mature as well as emerging markets. Topics include an assessment of opportunities in foreign markets and difficulties that financial institutions face when dealing with unfamiliar economic and political environments; unique operations and challenges in international markets such as microfinance, international loans, project financing and assessment of political or sovereign risks, importance of global regulation and governance and ethical issues associated with international operations within the financial services industry.

*NOTE: Finance majors or minors may not take this course for credit toward their major or minor.*

*NOTE: Students who have received credit for FINA 382 or 482, or for this topic under a FINA 455 or IBUS 471 number, may not take this course for credit.*

**IBUS 462 (also listed as MARK 462)**  
**Environment of World Business** (3 credits)

Prerequisite: COMM 210, 215; COMM 223 or 224. This is a foundation course in international business; the objective is to present information which exposes the student to cultural, social, political, economic, legal, and financial environments in which Canadian business executives manage their operations abroad. All students are encouraged to develop their own philosophy towards international business activities by developing research and analytical skills in analyzing current and long-term problems perceived in different economic systems and environments. Specific topics include empirical dimensions of world economy, economic development, international trade and investment patterns, regional economic co-operation, area studies, Canadian nationalism, and foreign investment in Canada.

*NOTE: Students who have received credit for MARK 462 may not take this course for credit.*

**IBUS 465 (also listed as MARK 465)**  
**International Marketing Management** (3 credits)

Prerequisite: COMM 223 or 224; MARK 462 or IBUS 462. This course studies the management approach to international marketing, with emphasis on key variables that are controllable by the international marketing manager. Attention is focused on market measurement, product policy, channels, pricing, and promotion, with special emphasis on the development and control of multinational marketing strategies and programs. Students execute a project directed to a selected part of the world.

*NOTE: Students who have received credit for MARK 465 may not take this course for credit.*

**IBUS 466 (also listed as MANA 466)**  
**Management of Multinational Corporations** (3 credits)

Prerequisite: COMM 222; MARK 462 or IBUS 462. This course introduces the challenges of managing sustainable multinational operations. It addresses themes of globalization and issues in managing global competition and local responsiveness in multiple institutional and cultural environments. The course gives students an appreciation of international competitive and collaborative strategies and the corresponding coordination and control mechanism of multinational corporations. It also highlights the issues of global governance and social responsibility as well as the differences and similarities of management techniques across national borders. Finally, the course examines the future of multinational corporations in the context of global financial, social, and environmental crises.

*NOTE: Students who have received credit for MANA 466 may not take this course for credit.*

**IBUS 471 Topics in International Business** (3 credits)

Prerequisite: MARK 462 or IBUS 462. This course is intended primarily to provide an opportunity for more intensive study in one or more specific topics of international business. The topic will vary according to the special interests of the professor and the students.

*NOTE: Specific topics for this course and prerequisites relevant in each case are stated in the Undergraduate Class Schedule.*

**IBUS 492 (also listed as MARK 492)**  
**Cross-Cultural Communications and Management** (3 credits)

Prerequisite: MARK 462 or IBUS 462. This course deals with the multicultural dimensions of international business operations. The objective is to develop Canadian managerial skills for effective performance in an international setting. Topics to be covered include international negotiations, management of multicultural personnel, cross-cultural consumer behaviour profile, cross-cultural communication, and other cultural aspects of marketing strategy.

*NOTE: Students who have received credit for MARK 492 may not take this course for credit.*

**IBUS 493 (also listed as MANA 493)**  
**International Business Law** (3 credits)

Prerequisite: COMM 315; IBUS 466 or MANA 466. This course familiarizes business students with the principles of international private and public law that they may encounter in today's fast-paced world of multinational corporations and global business transactions. Topics include international trade organizations and treaties; principles relating to international sales contract performance and dispute resolution alternatives; international payment using bills of exchange and letters of credit; labour in a global economy including child labour and human trafficking issues; international environmental law, waste disposal and pollution issues; as well as the protection of intellectual property rights.

*NOTE: Students who have received credit for MANA 493 may not take this course for credit.*